



FunFest 2025 Marketing Collateral Competition Rules Middle School



Objective: Students will design marketing materials to be used by a restaurant.

Entries and Judging

Participants:

- MCS has 12 time slots.
- Teams can consist of 1-3 students
- Each school has maximum of 2 teams

Submission: Pre-submission: must be submitted to MCS by March 27, 2025. All files must be submitted in PDF format.

SCC Judge: **Nevius Toney**, Professor and Coordinator, Business Administration

Judging Location: **Stone 215**

Notes: Below are the designated topics for this competition. These topics will rotate.

2025: Restaurants
2026: Attractions
2027: Retail
2028: Sports
2029: Events

Determining the winner: The maximum points scored on the rubric determines the winner.

Competition Rules

Based on the topic for the year, complete the following:

1. Design the following:
 - a. Create a flyer that can be mailed or faxed advertising a particular promotion for that week.
 - b. Create a t-shirt design for the business to sell
 - c. Create a social media post to advertise.
2. The presentation should explain the development and contents of the marketing materials
3. The presentation should be 2-3 minutes in length.

Marketing Collateral Middle School Rubric

Team Name: _____

Judge's Name: _____

Directions: Judges, please write your point value in the Points Earned column.

					Points Awarded
	0 points	1-3 points	4-7 points	8-10 points	
Consistency of Logo Usage	Logo is not used consistently.	Logo is distorted in usage, not large enough for the application or unclear.	Logo may be distorted, but is otherwise consistent.	Logo is used appropriately and consistently and has no distortions or issues with clarity.	
	0 points	1-3 points	4-7 points	8-10 points	
Effective use of space/white space	Does not effectively use white space.	Inconsistent formatting to make ineffective use of white space.	Makes use of white space, but in an inconsistent manner.	Makes effective use of white space, to include formatting graphics and text.	
	0 points	1-3 points	4-7 points	8-10 points	
Choice of Font	Is not easy to read and is not formatted consistently or correctly.	Is not easy to read, has consistent format, but is not effective for the application.	Easy to read, but now formatted to be eye-catching, may be inconsistently formatted.	Easy to read, with appropriate size and weight for the application, is formatted to catch the reader's eye.	
	0 points	1-3 points	4-7 points	8-10 points	
Choice of Color	Colors are not pleasing to the eye, are inappropriate for the application, do not make sense to the overall design.	Colors may be eye-catching, but are not appropriate to the application.	Colors are eye-catching and appropriate to the application, but are not used appropriately.	Colors are eye-catching and compliment the application, in both text and graphics.	
	0 points	1-3 points	4-7 points	8-10 points	
Includes consideration of the 4 Ps of Marketing	Does not show consideration of the 4 Ps.	Shows consideration of 1 of the Ps.	Shows consideration of 2-3 Ps.	Shows consideration of all 4 Ps.	

Total Points Awarded (50 Max)	
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Presentation Rubric

Category	0	10	20-30	40-50	Point Earned
Content	Student is not familiar with their topic; uses filler words; demonstrates limited comfort with the material; did not prepare for the presentation.	Student shows some familiarity with topic, but is uncomfortable; may use filler words; demonstrates little comfort with the material; prepared poorly for the presentation.	Student demonstrates knowledge and familiarity with the topic; uses few filler words; presentation is appropriately paced to share knowledge of the topic.	Student demonstrates mastery of the topic; uses almost no filler; conveys meaningful knowledge of the topic with confidence with a natural pace.	
Delivery	Student uses filler words frequently; slouches or leans throughout presentation; speaks quickly and without inflection; makes no eye contact	Student uses filler words; slouches or leans through some parts of the presentation; speaks quickly through most of the presentation or uses little inflection; makes very little eye contact.	Student has good posture with little leaning; uses few filler words; uses inflection and attempts to pace presentation; makes eye contact most of the time.	Students has good posture with no leaning; uses almost no filler words; uses proper inflection and pacing throughout presentation; makes appropriate and confident eye contact.	
Organization	Presentation shows no logical order or progression; no supporting details or background information.	Presentation is not in a clear order, with items out of place; uses few supporting details or background information.	Presentation shows a logical order, but may need further development; uses supporting details and background information.	Presentation demonstrates a logical order that is clearly expressed with supporting details and background information	

				supplementing delivery.	
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